



Station	WKRC-TV CINCINNATI, OH
Advertiser	( ) POLITICAL ISSUE GROU
Product	Crossroads GPS
Estimate#	732
Buyer	Stephanie Maroney
Phone#	
Fax#	

  

Agency	( ) CROSSROADS MEDIA LLC
Agency C/P1/P2/E	66 CANAL CENTER PLAZA, SUITE 555
Flight Dates	07/30/2012 - 08/06/2012
Hiatus Weeks	

  

Rep Firm	( ) WASHINGTON
Sales Office	( ) ALEXANDRA BRADLEY
Salesperson	
Salesperson Phone#	202-955-5342
Salesperson FAX#	202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	----	-----	------	---------	-----	------	-------	------------	------------	-------------	------------	---------

*29	F		5P-530P	12 LOCAL NEWS	:30	\$1,000.00	08/03-08/C3	2	1	2	\$2,000.00	
Sales Remark: <del>V5-4X-ADD</del>												
V5 Comment Changed, Spots/week changed												

*30	M		5P-530P	12 LOCAL NEWS	:30	\$1,000.00	08/06-08/C6	0	0	0	\$0.00	
Sales Remark: <del>V5-4X-EX</del>												
V5 Comment Changed, Spots/week changed												

*36	M		6P-630P	12 NEWS AT 6P	:30	\$1,200.00	08/06-08/C6	0	0	0	\$0.00	
Sales Remark: <del>V5 1X CX</del>												
V5 Comment Changed, Spots/week changed												

*42	M		7P-730P	INSIDE EDITION	:30	\$850.00	08/06-08/C6	0	0	0	\$0.00	
Sales Remark: <del>V5 1X CX</del>												
V5 Comment Changed, Spots/week changed												

*47	F		11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	08/03-08/C3	0	0	0	\$0.00	
Sales Remark: <del>V5 1X CX</del>												
V5 Comment Changed, Spots/week changed												

*48	M		11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	08/06-08/C6	0	0	0	\$0.00	
Sales Remark: <del>V5 1X CX</del>												
V5 Comment Changed, Spots/week changed												

*53	F		1135P-	DAVID LETTERMAN	:30	\$450.00	08/03-08/C3	0	0	0	\$0.00	
Sales Remark: <del>1235A</del>												
V5 Comment Changed, Spots/week changed												

*54	M		1135P-	DAVID LETTERMAN	:30	\$450.00	08/06-08/C6	0	0	0	\$0.00	
Sales Remark: <del>1235A</del>												
V5 Comment Changed, Spots/week changed												

Rep Order# 9765961 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 41216

Printed: 08/02/2012 12:36 PM  
Last Received: 08/02/2012 12:15 PM  
Showing Buylines: All Rep & Sta Revised Lines

4 of 5

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product Crossroads GPS  
Estimate# 732  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/732  
Flight Dates 07/30/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*55	TU-F	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	07/31-08/03	1	1	1	\$1,000.00	
		Sales Remark: V5 DTE CHG 7										
		V5 More than 2 codes changed										
	*56	F	6A-7A	NEWS	:30	\$700.00	08/03-08/03	1	1	1	\$700.00	
		Sales Remark: V5 MKGD										
		V5 Added										
	*57	F	9A-10A	DRS	:30	\$350.00	08/03-08/03	1	1	1	\$350.00	
		Sales Remark: V5 MKGD										
		V5 Added										
	*58	F	11A-12P	PRICE	:30	\$1,200.00	08/03-08/03	1	1	1	\$1,200.00	
		Sales Remark: V5 MKGD										
		V5 Added										
	*59	F	4P-5P	NEWS	:30	\$850.00	08/03-08/03	1	1	1	\$850.00	
		Sales Remark: V5 MKGD										
		V5 Added										
	*60	F	530P-6P	NEWS	:30	\$1,400.00	08/03-08/03	1	1	1	\$1,400.00	
		Sales Remark: V5 MKGD										
		V5 Added										
	*61	F	12P-1230P	NEWS	:30	\$1,400.00	08/03-08/03	1	1	1	\$1,400.00	
		Sales Remark: V5 MKGD										
		V5 Added										
	*62	F	5A-530A	NEWS	:30	\$450.00	08/03-08/03	1	1	1	\$450.00	
		Sales Remark: V5 MKGD										
		V5 Added										

---REPORT TOTALS---

Rep Order# 9765961 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 41216

Printed: 08/02/2012 12:36 PM  
Last Received: 08/02/2012 12:15 PM  
Showing Buylines: All Rep & Sta Revised Lines

5 of 5

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product Crossroads GPS  
Estimate# 732  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/732  
Flight Dates 07/30/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Report Totals: 12 / \$10,650.00

---SALES MONTHLY TOTALS---

Aug 12: 53 / \$40,150.00  
Sales Totals: 53 / \$40,150.00  
Station Totals: 53 / \$40,150.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$211,316	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	19%	WLWT	54%	WSTR	0%	WXIX	9%		

Books null  
Demos RA35+

Station WKRC-TV CINCINNATI, OH    Advertiser ( ) POLITICAL ISSUE GROU    Product Crossroads GPS    Estimate# 732    Buyer Stephanie Maroney    Phone#    Fax#    Agency ( ) CROSSROADS MEDIA LLC    66 CANAL CENTER PLAZA, SUITE 555    ALEXANDRIA, VA 22314    Agency C/P1/P2/E 12/11/732    Flight Dates 07/24/2012 - 08/06/2012    Hiatus Weeks    Rep Firm    Sales Office ( ) WASHINGTON    Salesperson ( ) ALEXANDRA BRADLEY    Salesperson Phone# 202-955-5342    Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 12 & 18 combo mg  
pls see lines 6,30,36

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---

*6	M		6A-630A	GOOD MORNING CINC	:30	\$650.00	08/06-08/06	1	1	1	\$650.00	
----	---	--	---------	-------------------	-----	----------	-------------	---	---	---	----------	--

Station Remark: V4 1x na 8/6 mg stp on 8/3 ncly

*12	M		7A-730A	THE EARLY SHOW	:30	\$350.00	08/06-08/06	1	1	1	\$350.00	
-----	---	--	---------	----------------	-----	----------	-------------	---	---	---	----------	--

Station Remark: V4 1x na 8/6 combo w/line 18 mg ftr 6-7a news 8/3 1x @ 700.00

*18	M		8A-830A	THE EARLY SHOW	:30	\$350.00	08/06-08/06	1	1	1	\$350.00	
-----	---	--	---------	----------------	-----	----------	-------------	---	---	---	----------	--

Station Remark: V4 1x na 8/6 mg ftr 8/3 9-10a ncly

*24	M		3P-4P	LET'S MAKE A DEAL	:30	\$350.00	08/06-08/06	1	1	1	\$350.00	
-----	---	--	-------	-------------------	-----	----------	-------------	---	---	---	----------	--

Station Remark: V4 1x na 8/6 mg stp 8/3

*30	M		5P-530P	12 LOCAL NEWS	:30	\$1,000.00	08/06-08/06	1	1	1	\$1,000.00	
-----	---	--	---------	---------------	-----	------------	-------------	---	---	---	------------	--

Station Remark: V4 1x na 8/6 mg ftr 4-5p news 8/3 ncly

*36	M		6P-630P	12 NEWS AT 6P	:30	\$1,200.00	08/06-08/06	1	1	1	\$1,200.00	
-----	---	--	---------	---------------	-----	------------	-------------	---	---	---	------------	--

*42	M		7P-730P	INSIDE EDITION	:30	\$850.00	08/06-08/06	1	1	1	\$850.00	
-----	---	--	---------	----------------	-----	----------	-------------	---	---	---	----------	--

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product Crossroads GPS  
Estimate# 732  
Buyer Stephanie Maroney  
Phone#  
Fax#  
Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/732  
Flight Dates 07/24/2012 - 08/06/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	----	-----	------	---------	-----	------	-------	------------	------------	-------------	------------	---------

* 47	F		11P-1135P 12 NEWS AT 11P		:30	\$1,400.00	08/03-08/03	1	1	1	\$1,400.00	
Station Remark: V4 1x na 8/6 mg fri 530-6p news ncir 8/3												
* 48	M		11P-1135P 12 NEWS AT 11P		:30	\$1,400.00	08/06-08/06	1	1	1	\$1,400.00	
Station Remark: V4 1x na 8/6 mg fri 12-1230p news ncir 8/3												
* 53	F		1135P-1235A	DAVID LETTERMAN	:30	\$450.00	08/03-08/03	1	1	1	\$450.00	
Station Remark: V4 1x na 8/3 mg sat 6-10a news 8/4 ncir												
* 54	M		1135P-1235A	DAVID LETTERMAN	:30	\$450.00	08/06-08/06	1	1	1	\$450.00	
Station Remark: V4 1x na 8/6 mg fri 8/3 5-530a news ncir												

---REPORT TOTALS---

Report Totals: 11 / \$8,450.00

---SALES MONTHLY TOTALS---

Aug 12: 55 / \$40,600.00

Sales Totals: 55 / \$40,600.00

Station Totals: 55 / \$40,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$213,684	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	18%
		WKRC	19%	WLWT	54%	WSTR	0%	WXIX	9%		
Books	null										
Demos	RA35+										

## Connell II, Jim

---

**From:** dmcullah@wkrc.com  
**Sent:** Thursday, August 02, 2012 11:34 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Crossroads Grass Root Political - 41216

Station: WKRC-TV

### Order Information:

Order #: 41216  
Order Total: \$40,600.00  
Agency: Crossroads Media  
Advertiser: Crossroads Grass Root Political  
Product: Crossroads GPS  
Alternate Order #: 09765961  
Estimate #: 732  
Flight Dates: 07/30/12 - 08/06/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

### Preempted Spot Information (41216-47-1):

Rate: \$1,400.00  
Air Date: Fri 08/03/12  
Eligible Days: -----F-----  
Inventory Code: 11p M-F Local 12 News 11  
Inventory Description: 11p M-F Local 12 News 11  
Inventory Code Time: 11:00 PM-11:35 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Client Request

1x Fri 5:30-6p  
or 8/3 MVR

## Connell II, Jim

---

**From:** dmcullah@wkrc.com  
**Sent:** Thursday, August 02, 2012 11:35 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Crossroads Grass Root Political - 41216

Station: WKRC-TV

### Order Information:

Order #: 41216  
Order Total: \$40,600.00  
Agency: Crossroads Media  
Advertiser: Crossroads Grass Root Political  
Product: Crossroads GPS  
Alternate Order #: 09765961  
Estimate #: 732  
Flight Dates: 07/30/12 - 08/06/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

### Preempted Spot Information (41216-53-1):

Rate: \$450.00  
Air Date: Fri 08/03/12  
Eligible Days: -----F-----  
Inventory Code: Letterman  
Inventory Description: Letterman  
Inventory Code Time: 11:35 PM-12:35 XM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: Client Request

1x Sat 6-10A  
on 8/4 move



Jim, Jim

From: dmcullah@wkrc.com  
Sent: Thursday, August 02, 2012 11:35 AM  
To: Connell II, Jim; Williams, Lynda  
Subject: Spot - Preempt: Crossroads Grass Root Political - 41216

This email notification contains (9) different actions.

Station: WKRC-TV

Order Information:

Order #: 41216  
Order Total: \$40,600.00  
Agency: Crossroads Media  
Advertiser: Crossroads Grass Root Political  
Product: Crossroads GPS  
Alternate Order #: 09765961  
Estimate #: 732  
Flight Dates: 07/30/12 - 08/06/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (41216-6-1):

Rate: \$650.00  
Air Date: Mon 08/06/12  
Eligible Days: M-----  
Inventory Code: 6a Good Morn Cincinnati  
Inventory Description: 6a Good Morn Cincinnati  
Inventory Code Time: 6:00 AM-6:30 AM  
Spot Type: NM  
Restricted: Earliest start: 6:00:00 AM, Latest end: 6:30:00 AM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: Client Request  
Event 2 (Spot - Preempt)

STP - 8/3 NCR

Preempted Spot Information (41216-36-1):

Rate: \$1,200.00  
Air Date: Mon 08/06/12  
Eligible Days: M-----  
Inventory Code: 6p Local 12 News at Six  
Inventory Description: 6p Local 12 News at Six  
Inventory Code Time: 6:00 PM-6:30 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: Client Request  
Event 3 (Spot - Preempt)

1x Fri 11A-12N  
on 8/3 NCR

Preempted Spot Information (41216-54-1):

Rate: \$450.00  
Air Date: Mon 08/06/12  
Eligible Days: M-----  
Inventory Code: Letterman  
Inventory Description: Letterman  
Inventory Code Time: 11:35 PM-12:35 AM  
Spot Type: NM  
Length: :30

1x Fri 11:35-12:35 AM  
on 8/3 NCR

al(s): [1] WKRC  
ity: Preemptible w/ Notice  
Preempt Reason: Client Request

Event 4 (Spot - Preempt)

Preempted Spot Information (41216-30-1):

Rate: \$1,000.00  
Air Date: Mon 08/06/12  
Eligible Days: M-----  
Inventory Code: 5p Local 12 News at Five  
Inventory Description: 5p Local 12 News at Five  
Inventory Code Time: 5:00 PM-5:30 PM  
Spot Type: NM  
Restricted: Earliest start: 5:00:00 PM, Latest end: 5:30:00 PM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: Client Request

STP on 8/3 News

Event 5 (Spot - Preempt)

Preempted Spot Information (41216-42-1):

Rate: \$850.00  
Air Date: Mon 08/06/12  
Eligible Days: M-----  
Inventory Code: M-F 7p-730p  
Inventory Description: M-F 7p-730p  
Inventory Code Time: 7:00 PM-7:30 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: Client Request

Fri  
1x 14-SP on 8/3 News

Event 6 (Spot - Preempt)

Preempted Spot Information (41216-12-1):

Rate: \$350.00  
Air Date: Mon 08/06/12  
Eligible Days: M-----  
Inventory Code: CBS This Morning  
Inventory Description: CBS Morning News  
Inventory Code Time: 7:00 AM-7:30 AM  
Spot Type: NM  
Restricted: Earliest start: 7:00:00 AM, Latest end: 7:30:00 AM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: Client Request

1x Fri 6-7A  
on 8/3 @ 700

Event 7 (Spot - Preempt)

Preempted Spot Information (41216-18-1):

Rate: \$350.00  
Air Date: Mon 08/06/12  
Eligible Days: M-----  
Inventory Code: CBS This Morning  
Inventory Description: CBS Morning News  
Inventory Code Time: 8:00 AM-8:30 AM  
Spot Type: NM  
Restricted: Earliest start: 8:00:00 AM, Latest end: 8:30:00 AM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: Client Request

(Spot - Preempt)

Preempted Spot Information (41216-24-1):

Rate: \$350.00

Air Date: Mon 08/06/12

Eligible Days: M-----

Inventory Code: Let's Make a Deal

Inventory Description: Let's Make a Deal

Inventory Code Time: 3:00 PM-4:00 PM

Spot Type: NM

Length: :30

Channel(s): [1] WKRC

Priority: Preemptible w/ Notice

Preempt Reason: Client Request

Event 9 (Spot - Preempt)

Preempted Spot Information (41216-48-1):

Rate: \$1,400.00

Air Date: Mon 08/06/12

Eligible Days: M-----

Inventory Code: 11p M-F Local 12 News 11

Inventory Description: 11p M-F Local 12 News 11

Inventory Code Time: 11:00 PM-11:35 PM

Spot Type: NM

Length: :30

Channel(s): [1] WKRC

Priority: Preemptible w/o Notice

Preempt Reason: Client Request

1x Fri 9-10A ~ 11/6 WKRC  
1x Fri 12-12:30P ~ 11/6 WKRC

# Spot Manager: Placed, 07/30/12-08/06/12

Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
------	---------	----------	--------	------	----------------	--------------------	-------------	------------------	------------	--------	----

Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media  
Station: WKRC-TV

Order: 41216

Line: 1											
07/30/12	Monday	6:24:31 AM	:30	\$650.00	P-2	USPRTV1:6a Good Morn Cincinnati	(6:00:00 AM-6:30 Crossroads GPS	732	1	MWASI	
Line: 2											
07/31/12	Tuesday	6:13:14 AM	:30	\$650.00	P-2	USPRTV1:6a Good Morn Cincinnati	(6:00:00 AM-6:30 Crossroads GPS	732	1	MWASI	
Line: 3											
08/01/12	Wednesday	6:28:20 AM	:30	\$650.00	P-2	USPRTV1:6a Good Morn Cincinnati	(6:00:00 AM-6:30 Crossroads GPS	732	1	MWASI	
Line: 4											
08/02/12	Thursday	6:04:11 AM	:30	\$650.00	P-2	USPRTV1:6a Good Morn Cincinnati	(6:00:00 AM-6:30 Crossroads GPS	732	1	MWASI	
Line: 5											
08/03/12	Friday	6:05:26 AM	:30	\$650.00	P-2	6a Good Morn Cincinnati	(6:00:00 AM-6:30 Crossroads GPS	732	1	MWASI	
08/03/12	Friday	6:19:58 AM	:30	\$650.00	P-2	6a Good Morn Cincinnati	(6:00:00 AM-6:30 Crossroads GPS	732	2	MWASI	
Line: 7											
07/30/12	Monday	7:58:54 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning	(7:00:00 AM-7:30 Crossroads GPS	732	1	MWASI	
Line: 8											
07/31/12	Tuesday	7:29:25 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning	(7:00:00 AM-7:30 Crossroads GPS	732	1	MWASI	
Line: 9											
08/01/12	Wednesday	7:28:55 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning	(7:00:00 AM-7:30 Crossroads GPS	732	1	MWASI	
Line: 10											
08/02/12	Thursday	7:29:26 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning	(7:00:00 AM-7:30 Crossroads GPS	732	1	MWASI	
Line: 11											
08/03/12	Friday	7:28:56 AM	:30	\$350.00	P-2	CBS This Morning	(7:00:00 AM-7:30 Crossroads GPS	732	1	MWASI	
Line: 13											
07/30/12	Monday	8:45:21 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning	(8:00:00 AM-8:30 Crossroads GPS	732	1	MWASI	
Line: 14											
07/31/12	Tuesday	8:20:35 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning	(8:00:00 AM-8:30 Crossroads GPS	732	1	MWASI	
Line: 15											
				\$350.00							

[Filtered by: ] [Sorted by: Station]

Spot Manager: Placed, 07/30/12-08/06/12 (08/02/12 3:40:54 PM)

# Spot Manager: Placed, 07/30/12-08/06/12

Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
------	---------	----------	--------	------	----------------	--------------------	-------------	------------------	------------	--------	----

Advertiser: Crossroads Grass Root Political  
Agency: Crossroads Media  
Station: WKRC-TV  
Order: 41216

Line: 15	08/01/12	Wednesday	8:23:21 AM	:30	\$350.00 P-2	USPRTV1:CBS This Morning	(8:00:00 AM-8:30 Crossroads GPS	732	1	MWASI
Line: 16	08/02/12	Thursday	8:19:15 AM	:30	\$350.00 P-2	USPRTV1:CBS This Morning	(8:00:00 AM-8:30 Crossroads GPS	732	1	MWASI
Line: 17	08/03/12	Friday	8:23:15 AM	:30	\$350.00 P-2	CBS This Morning	(8:00:00 AM-8:30 Crossroads GPS	732	1	MWASI

Line: 19	07/30/12	Monday	3:59:10 PM	:30	\$350.00 P-2	USPRTV1:Let's Make a Deal	3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
Line: 20	07/31/12	Tuesday	3:58:44 PM	:30	\$350.00 P-2	USPRTV1:Let's Make a Deal	3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
Line: 21	08/01/12	Wednesday	3:59:23 PM	:30	\$350.00 P-2	USPRTV1:Let's Make a Deal	3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI

Line: 22	08/02/12	Thursday	3:58:32 PM	:30	\$350.00 P-2	USPRTV1:Let's Make a Deal	3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
Line: 23	08/03/12	Friday	3:28:36 PM	:30	\$350.00 P-2	Let's Make a Deal	3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
Line: 25	07/30/12	Monday	6:23:35 PM	:30	\$1,000.00 P-2	USPRTV1:5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI

Line: 26	07/31/12	Tuesday	5:12:52 PM	:30	\$1,000.00 P-2	USPRTV1:5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
Line: 27	08/01/12	Wednesday	5:27:01 PM	:30	\$1,000.00 P-2	USPRTV1:5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
Line: 28	08/02/12	Thursday	5:11:20 PM	:30	\$1,000.00 P-2	USPRTV1:5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI

Line: 29	08/03/12	Friday	5:19:32 PM	:30	\$1,000.00 P-2	5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
----------	----------	--------	------------	-----	----------------	--------------------------	---------------------------------	-----	---	-------

[Filtered by: ] [Sorted by: Station]

Spot Manager: Placed, 07/30/12-08/06/12 (08/02/12 3:40:54 PM)

# Spot Manager: Placed, 07/30/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
------	---------	----------	--------	------	----------------	--------------------	-------------	------------------	------------	--------	----

Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 41216

Line: 29	08/03/12	Friday	4:51:51 PM	:30	\$1,000.00 P-2	5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732		2	MWASI
----------	----------	--------	------------	-----	----------------	--------------------------	---------------------------------	-----	--	---	-------

Line: 31	07/30/12	Monday	6:28:10 PM	:30	\$1,200.00 P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM Crossroads GPS	732		1	MWASI
----------	----------	--------	------------	-----	----------------	---------------------------------	--------------------------------	-----	--	---	-------

Line: 32	07/31/12	Tuesday	6:27:55 PM	:30	\$1,200.00 P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM Crossroads GPS	732		1	MWASI
----------	----------	---------	------------	-----	----------------	---------------------------------	--------------------------------	-----	--	---	-------

Line: 33	08/01/12	Wednesday	6:07:40 PM	:30	\$1,200.00 P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM Crossroads GPS	732		1	MWASI
----------	----------	-----------	------------	-----	----------------	---------------------------------	--------------------------------	-----	--	---	-------

Line: 34	08/02/12	Thursday	6:28:16 PM	:30	\$1,200.00 P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM Crossroads GPS	732		1	MWASI
----------	----------	----------	------------	-----	----------------	---------------------------------	--------------------------------	-----	--	---	-------

Line: 35	08/03/12	Friday	6:04:34 PM	:30	\$1,200.00 P-2	6p Local 12 News at Six	6:00 PM-6:30 PM Crossroads GPS	732		1	MWASI
----------	----------	--------	------------	-----	----------------	-------------------------	--------------------------------	-----	--	---	-------

Line: 37	07/30/12	Monday	7:13:18 PM	:30	\$850.00 P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM Crossroads GPS	732		1	MWASI
----------	----------	--------	------------	-----	--------------	---------------------	--------------------------------	-----	--	---	-------

Line: 38	07/31/12	Tuesday	7:19:33 PM	:30	\$850.00 P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM Crossroads GPS	732		1	MWASI
----------	----------	---------	------------	-----	--------------	---------------------	--------------------------------	-----	--	---	-------

Line: 39	08/01/12	Wednesday	7:26:00 PM	:30	\$850.00 P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM Crossroads GPS	732		1	MWASI
----------	----------	-----------	------------	-----	--------------	---------------------	--------------------------------	-----	--	---	-------

Line: 40	08/02/12	Thursday	7:04:56 PM	:30	\$850.00 P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM Crossroads GPS	732		1	MWASI
----------	----------	----------	------------	-----	--------------	---------------------	--------------------------------	-----	--	---	-------

Line: 41	08/03/12	Friday	7:28:19 PM	:30	\$850.00 P-2	M-F 7p-730p	7:00 PM-7:30 PM Crossroads GPS	732		1	MWASI
----------	----------	--------	------------	-----	--------------	-------------	--------------------------------	-----	--	---	-------

Line: 43	07/30/12	Monday	11:28:09 PM	:30	\$1,400.00 P-3	USPRTV1:11p M-F Local 12 News	11:00 PM-11:35 F Crossroads GPS	732		1	MWASI
----------	----------	--------	-------------	-----	----------------	-------------------------------	---------------------------------	-----	--	---	-------

Line: 44	07/31/12	Tuesday	11:30:40 PM	:30	\$1,400.00 P-3	USPRTV1:11p M-Su Local 12 News	11:00 PM-11:35 F Crossroads GPS	732		1	MWASI
----------	----------	---------	-------------	-----	----------------	--------------------------------	---------------------------------	-----	--	---	-------

[Filtered by: ] [Sorted by: Station]

Spot Manager: Placed, 07/30/12-08/06/12 (08/02/12 3:40:54 PM)



# Spot Manager: Placed, 07/30/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product Desc	Estimate #	Spot #	AE
------	---------	----------	--------	------	----------------	--------------------	-------------	--------------------	------------	--------	----

Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 41216

Line: 44

Line: 45	08/01/12	Wednesday	11:12:35 PM	:30	\$1,400.00	P-3	USPRTV1:11p M-F Local 12 News 11	11:00 PM-11:35 FCrossroads GPS	732	1	MWASI
----------	----------	-----------	-------------	-----	------------	-----	----------------------------------	--------------------------------	-----	---	-------

Line: 46	08/02/12	Thursday	11:12:18 PM	:30	\$1,400.00	P-3	USPRTV1:11p M-F Local 12 News 11	11:00 PM-11:35 FCrossroads GPS	732	1	MWASI
----------	----------	----------	-------------	-----	------------	-----	----------------------------------	--------------------------------	-----	---	-------

Line: 49	07/30/12	Monday	11:58:50 PM	:30	\$450.00	P-2	USPRTV1:Letterman	11:35 PM-12:35 XCrossroads GPS	732	1	MWASI
----------	----------	--------	-------------	-----	----------	-----	-------------------	--------------------------------	-----	---	-------

Line: 50	07/31/12	Tuesday	12:32:42 XM	:30	\$450.00	P-2	USPRTV1:Letterman	11:35 PM-12:35 XCrossroads GPS	732	1	MWASI
----------	----------	---------	-------------	-----	----------	-----	-------------------	--------------------------------	-----	---	-------

Line: 51	08/01/12	Wednesday	12:30:11 XM	:30	\$450.00	P-2	USPRTV1:Letterman	11:35 PM-12:35 XCrossroads GPS	732	1	MWASI
----------	----------	-----------	-------------	-----	----------	-----	-------------------	--------------------------------	-----	---	-------

Line: 52	08/02/12	Thursday	11:59:00 PM	:30	\$450.00	P-2	USPRTV1:Letterman	11:35 PM-12:35 XCrossroads GPS	732	1	MWASI
----------	----------	----------	-------------	-----	----------	-----	-------------------	--------------------------------	-----	---	-------

Line: 55	08/03/12	Friday	5:03:48 PM	:30	\$1,000.00	P-2	5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
----------	----------	--------	------------	-----	------------	-----	--------------------------	---------------------------------	-----	---	-------

Line: 56	08/03/12	Friday	6:13:12 AM	:30	\$700.00	P-2	6a Good Mom Cincinnati	6a-7a	Crossroads GPS	732	1	MWASI
----------	----------	--------	------------	-----	----------	-----	------------------------	-------	----------------	-----	---	-------

Line: 57	08/03/12	Friday	9:16:40 AM	:30	\$350.00	P-2	M-F 9a-10a	9a-10a	Crossroads GPS	732	1	MWASI
----------	----------	--------	------------	-----	----------	-----	------------	--------	----------------	-----	---	-------

Line: 58	08/03/12	Friday	10:58:56 AM	:30	\$1,200.00	P-1	The Price is Right	11a-12p	Crossroads GPS	732	1	MWASI
----------	----------	--------	-------------	-----	------------	-----	--------------------	---------	----------------	-----	---	-------

Line: 59	08/03/12	Friday	4:28:56 PM	:30	\$850.00	P-2	4p Local 12 News at Four	4p-5p	Crossroads GPS	732	1	MWASI
----------	----------	--------	------------	-----	----------	-----	--------------------------	-------	----------------	-----	---	-------

Line: 60	08/03/12	Friday	5:50:38 PM	:30	\$1,400.00	P-2	5p Local 12 News at Five	(5:30:00 PM-6:00 Crossroads GPS	732	1	MWASI
----------	----------	--------	------------	-----	------------	-----	--------------------------	---------------------------------	-----	---	-------

[Filtered by: ] [Sorted by: Station]

# Spot Manager: Placed, 07/30/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order	Product	De	Estimate #	Spot #	AE
------	---------	----------	--------	------	----------	-------	--------------------	-------------	-------	---------	----	------------	--------	----

Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 41216

Line: 61														
08/03/12	Friday	12:14:58 PM	:30	\$1,400.00	P-1		Local 12 News at Noon	12p-1230p	Crossroads GPS	732			1	MWASI
				\$1,400.00										
Line: 62														
08/03/12	Friday	5:35:50 AM	:30	\$450.00	P-2		5a Good Morn Cincinnati	(5:30:00 AM-6:00	Crossroads GPS	732			1	MWASI
				\$450.00										
				\$40,150.00									53	
				\$40,150.00									53	
				\$40,150.00									53	
				\$40,150.00									53	
				\$40,150.00									53	
				\$40,150.00									53	

[Filtered by: ] [Sorted by: Station]